

Catalog

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CVIII.

NEW YORK, SEPTEMBER 12, 1925

No. 11

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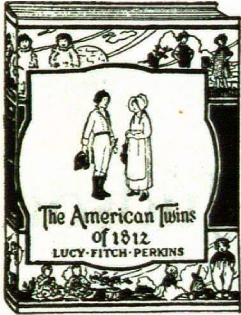
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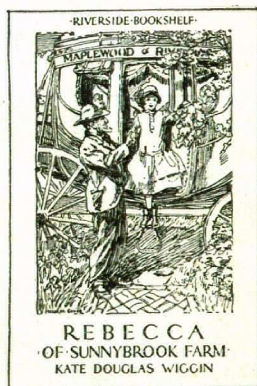
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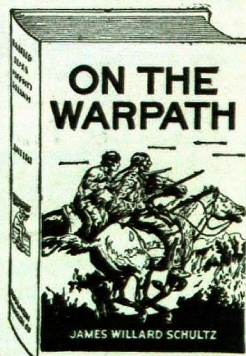
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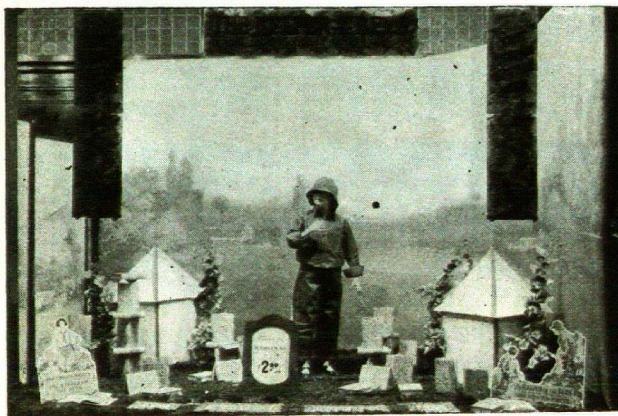
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ST. TIMOTHY'S
Arthur Stanwood Pier



Already the "best-

NOTICE: Pictures of displays of **THE KEEPER OF THE BEES** will be turned over to the judges September 16th. Their decision, together with pictures of the winning displays, will appear in *The Publishers' Weekly* shortly afterwards. Watch for them!

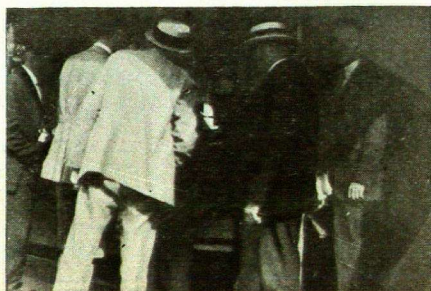


A cleverly designed manikin of the Little Scout, bee-hives, a back drop, and artificial flowers were a feature of this display made by Jay Rietberg that brought people into **THE BOSTON STORE**, Grand Rapids, Mich.

*1140 dealers in all made complete window displays on **THE KEEPER OF THE BEES**, and over 100 of these have already entered photographs of their displays in the prize contest. They are so good that they all look like winners, and the judges are going to have a hard time reaching a decision. The displays reproduced on these pages are the first received and are typical of the rest.*



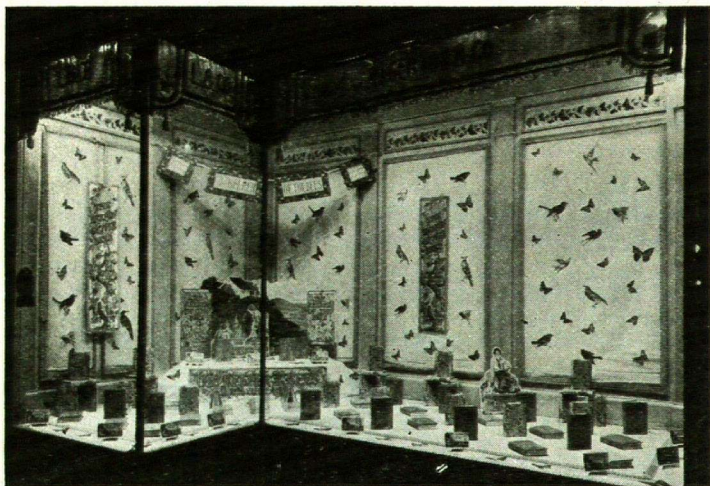
5000 bees in a bee-hive, banked by gladiolas, copies of **THE KEEPER OF THE BEES** and display material, made people stand three or four deep all day long to look at this compelling window of the **EVERYBODY'S BOOK SHOP** in Syracuse, N. Y. Below is a snapshot of a crowd gathered around. 4 out of 5 of this particular group went inside the shop and bought the book, writes Mr. R. W. Sollinger.



seller" of the Fall!

Although not placed on sale until August 17th, and only on sale for 13 days out of last month, *The Retail Bookseller* and *The American News Trade Journal* (representing the largest jobbers, THE BAKER & TAYLOR CO., and THE AMERICAN NEWS CO.) report THE KEEPER OF THE BEES as having outstripped all competitors and become the "best-seller" of the month. That's a record—but THE KEEPER OF THE BEES is a record-breaker. Already in its 3rd mammoth printing!

Doubleday, Page & Co.



Display material, a bee-hive full of bees, wild asters, zinnias, marigolds, gladiolas, wild huckleberries . . . added much to this striking display arranged by Richard H. Sloan of Fowler Bros., Los Angeles. This was the first window Fowler Bros. ever gave to a single book . . . it has caused, they say, more interest on the part of the buying public than any display they have ever made.

An attractive and artistic display made by LEGERTON & CO., Charleston, S. C. Any one glancing at this picture catches the artistic way the material is arranged . . . but a more important test is what Mr. C. W. Legerton says . . . "It is selling books!"



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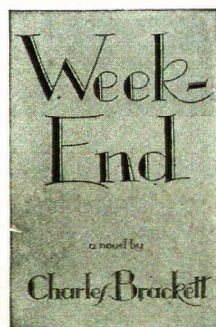
New York Evening Post:

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This appendix is illustrated where necessary for clarity.

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SEPTEMBER, 1925

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By Kathleen Norris

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By Gertrude Atherton

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By Margaret Wilson

On the Trail of Negro Folk Songs

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By Dorothy Scarborough

Evolution for John Doe

Reviewed by A. G. KELLER

By Henshaw Ward

Jungle Days

Reviewed by FREDERIC TABER COOPER

By William Beebe

The Great Pandolfo

Reviewed by KATHARINE PERRY SHAW

By W. J. Locke

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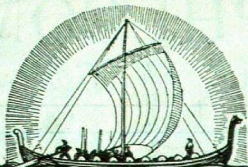
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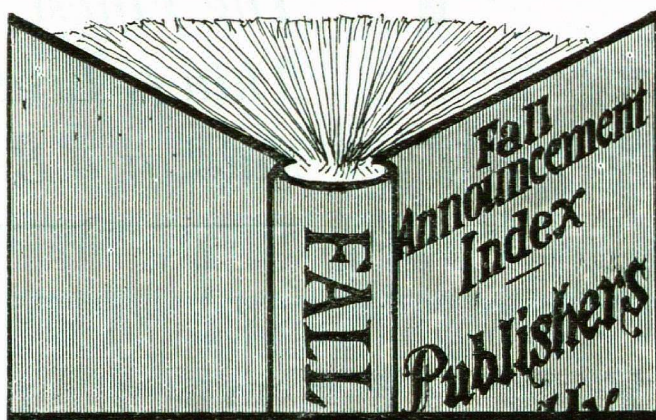
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Romeo in Moon Village

BY A VETERAN WRITER OF BEST SELLERS

Mr. McCutcheon, author of "Graustark," "East of the Setting Sun," etc., ranks fourth among American novelists whose books have been most widely read in the last twenty-five years. He has been a leader among writers of fiction for over a quarter of a century and his novels have been persistently popular throughout the whole time. As a weaver of glamorous tales he is unsurpassed, and his new novel, "Romeo in Moon Village," will delight his great public. When Romeo has a sudden qualm and runs away from his lovely bride-to-be, he immediately finds himself surrounded by five enchanting sisters. One delicious adventure follows another until the hero is finally returned to his betrothed in a surprising manner.

With a Jacket in Color by Mead Schaeffer.

\$2.00

DODD, MEAD & COMPANY
443 FOURTH AVENUE

NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, SEPTEMBER 12, 1925

The Problem of "Order-Direct" Business

A Symposium and Two Announcements

HOW DOES THE ORDER-DIRECT SYSTEM AFFECT RETAILERS?
BOOKSELLERS ANSWER QUESTIONS OF AUGUST 15 *Publishers' Weekly*

Question 1. Is the order-direct system necessary to your book service?

Typical answers:

All say "Yes"; some, "Very decidedly"; another, "It is an obligation we have undertaken and cannot withdraw from."

Question 2. Can part of these orders be handled other ways?

Typical answers:

"No, as everything else is usually done before dispatching such an order."

"We use the order-direct system only when every other means to give prompt service is exhausted."

"Yes, by not supplying as good service to customers."

"The only other way is direct to us and then again to the customer."

Question 3. How extensively do you use the system?

Typical answers:

"Frequently."

"Negligible compared to total sales."

"Not extensively at all as we always prefer to have orders shipped to us."

"About 1 in 40 of the orders that go out at night."

"Not very much."

"About 2 or 3 orders per day, usually enclosed with our orders for stock, but on other slips."

Question 4. What type of orders are thus handled?

Typical answers:

"Generally such orders include books sent by parents to students going to eastern schools and are of the supplementary text-book type."

"Rush orders where time can be saved."

"Orders sent to an out-of-town customer from an out-of-town publisher, thus saving time for the customer."

"Rush orders to boats sailing from New York."

"Orders received from a distance by mail for books not in stock, where the books sent to our store and remailed would make a delivery that would require apology."

"We prefer to sell books we have in stock, but often the promise of prompt delivery is the only thing that will close an order for a book demanded."

"Orders from people on a vacation, where part of the books only are in stock."

Question 5. Where do these orders originate and who decides the method of handling?

Typical answers:

"Usually the salesman who promises prompt service in closing the order."

"Very often the mail-order department which decides how the book can be most promptly delivered if not in stock."

"The customer sometimes dictates this plan of handling, judging that time will be saved by having the book go direct from the publisher."

"Final decision is in charge of the manager who looks over all orders before they are written up."

Question 6. Have you a regular form for such orders?

Typical answers:

The majority replying say, "Yes"; some use letterhead and enclose directed tag.

Question 7. Have you any suggestions for improved practice?

Typical answers:

"If any bookseller does not have a regular form with an attached package label, we suggest he should supply himself with such in an easily used form."

"Salesmen are sometimes too eager to promise prompt delivery and make the promise before they have found out whether it is necessary. The same is true with having books come on by mail instead of by enclosure and freight."

"We believe the management sometimes gets careless in reviewing the orders that go out at night, and would make some changes in the orders after a careful review."

"If the store would systematize its method of reporting when last copies were sold of books in common demand, there would be less need of ordering direct in order to close an order. This careful checking up would eliminate more order-directs than any other one thing. Sometimes this is caused by holding over orders too long awaiting travelers' coming. It would be better for all hands to have books ordered in as the stock is exhausted rather than to wait for travelers' check-up."

"No small transaction of this kind is profitable to the bookseller except to help him build his business and attract more customers. Only the enterprising bookseller takes such orders, and probably hundreds of book sales are lost because others do not work out the system and close sales for customers who are hesitant."

"Every department of the bookstore ought to be rechecked once in a while to improve its efficiency."

"No bookseller should abandon this plan, as, if the customer waited for the book to reach the store and then be reforwarded, it would cause annoyance and less book buying."

"We send out from two to three thousand special orders a year and find the expense heavy and profits light in this type of business. But "specials" are an important item to be reckoned with in building up the book business which cannot be overlooked, if a book business is to grow."

"It goes without the saying that most of such orders are for books we cannot afford to carry in stock, so before taking the order we explain that carriage charges will be added to the price of the book. The customer is saved only the time and bother of ordering himself, the cost is exactly the same to him."

"We often mail books for our customers to their friends or relatives. Why shouldn't a publisher do it, within reason for his customers? Why does it cost a publisher more to send one book direct to a customer than the same book direct to a dealer?"

Booksellers Ask Trade to Study Problem

Letter goes to members of the American Booksellers' Association

American Booksellers' Association,
September 10, 1925.
To Members of the American Booksellers'
Association from the Board of Trade
of the American Booksellers' Association.

THE Board of Trade of the American Booksellers' Association recommends to the members of the Association and other booksellers that a careful survey be made of your special order departments to arrive at intelligent answers to the following questions:

1. What percentage of your monthly sales are special orders?
2. What part of your special orders are mailed direct to the customers from the publishers?
3. Does the percentage of such sales and the actual list of books included in such special orders indicate that you are picking up on special order many items which should be regularly carried in stock?
4. Can you so reorganize your special order department that its operation will not impose an unnecessarily heavy burden on you or the publisher?
5. What does your special order department net you in sales and what charges can you properly make to it, including car-

riage from publisher to bookseller and delivery to customer?

6. Is the special order department profitable on the basis of such cost spread?

On the basis of true cost spread we are persuaded that this business cannot be profitable on the basis of the individual transactions, and we are equally persuaded that the publisher cannot handle it at a profit on the basis of the individual transactions. There should be some middle ground where neither bookseller nor publisher shares an undue portion of the burden.

The Board of Trade is of the opinion that publishers should grant regular discounts on such special orders but that the bookseller should do everything possible—always consistent with good service to the customer and a healthy rate of turn-over—to minimize any excessive burden either on the publisher or himself. Care in such matters based on the above survey will eliminate unnecessary and excessive losses in this department of your business.

CEDRIC R. CROWELL,

*Chairman, Board of Trade of the
American Booksellers' Association.*

WALTER V. MCKEE,
*President, American
Booksellers' Association.*

A Publisher's Analysis of Order-Direct Business

D. Appleton & Co. send a letter to the trade

September 1, 1925.

To the Book-Trade:

For several years there has been a noticeable increase in the number of orders received by this company for single copies of books to be sent to booksellers' customers direct, or to booksellers themselves, but the largest percentage of this individual order business has been for shipment to the booksellers' customers.

This class of business became such a burden that we determined to analyze it to see if a remedy could be found that would benefit both the bookseller and the publisher, for on every order of the kind that we filled

at the regular trade discount there was a distinct loss to us. Finally we decided that, as the booksellers think principally in terms of discount in dealing with publishers, we would temporarily change our discount on this class of business to twenty-five per cent, believing that it would elicit complaints from individual booksellers as well as from the Booksellers' Association, which could not be accomplished by direct appeal only.

Our opinion was confirmed, for as soon as the change in discount was made we began to receive letters from booksellers all over the country and also a protest came from the Booksellers' Association thru

their Board of Trade as well as their President.

We informed the Association of the findings of our investigation and stated that if they would agree to send a notice to their members suggesting that more care be used in sending orders of the kind, as the booksellers claimed they too were doing such business at a loss, and send in such orders only when necessary, we would return to the regular discount. The Association agreed to send a notice of the kind, and, consequently, on August 1 we withdrew the shortened discount.

We understand that on September 1 there will be included in the Monthly Bulletin of the Booksellers' Association a recommendation to their members that a careful survey be made of this class of business and that it be restricted as much as possible, and they have asked us to make an announcement that our shortened discount has been withdrawn, which was done on August 1.

It is not reasonable to expect booksellers to stock all the titles that are now called for in their community, but we believe that on special orders they should charge the postage to their customers, for if the customer should order direct from the publisher the customer would be charged full catalog price plus postage. This would aid the booksellers materially in the expense of handling these special orders, which they admit they do not handle at a profit. And it would be better for all concerned if the booksellers instead of ordering only one book for stock would hold the order until more copies or titles could be included in the order, and thus save postage and other expenses.

Now it may be well to go a little into detail as to the conditions that have confronted us. In the first place, every order received, whether for one copy or for one hundred, goes thru fourteen or more different operations—from mailing department to credit desk, to sales department, to wareroom; in wareroom to stock clerk, to packer, to mailing desk, to Post Office; shipping ticket to billing clerk; bill made in duplicate, one mailed to customer and one sent to accounting department for

ledger entry. These different operations cannot possibly be carried on for single volumes except at a distinct loss to the publisher.

In some instances booksellers were ordering several copies of one title sent under individual labels and also copies of the same title for their own stock, all coming within a week and sometimes in one mail. Out of one hundred twenty orders for single copies received in one mail, fifty-five per cent were accompanied by orders for the booksellers' own shelves. From one bookseller we received in one week seven orders for one title to go under separate labels but no order for stock. In one day we received fourteen postal card orders from one house for books to be sent to that house, instead of all being included in one order. This meant a separate transaction, so far as we were concerned, for each one of the orders. We found that certain booksellers made it a practice to send in an order for books they had in stock, asking that copies be sent to their out-of-town customers, instead of sending from their own stock, stating they thought they would save time; whereas, as a matter of fact, they lost time. Other dealers have placed several orders for one title, at one time, for shipment direct to customers in their own town. It would have been cheaper for the booksellers to have had all the books come to their own address and re-shipped from there.

From the above we think you will agree that a burden has been placed upon us that can be lessened materially if the booksellers will give more care to handling orders of the kind. And supplementing the action of the American Booksellers' Association we are writing to request that you give this matter your careful consideration. Business that is of no value either to the bookseller or publisher should be made to carry itself, and as it is necessary for us both to work together for mutual benefit we hope you will use your efforts to restrict as much as possible orders for individual shipment.

Very truly yours,

D. APPLETON AND COMPANY,
J. W. HILTMAN, *President.*

Suggested Model for an Order-Direct Form
Systematizing the business helps to eliminate error and costs

MIDLAND BOOK SHOP

156 Central Street
 Toledo Ohio

Date, Sept. 15, 1925.

To Charles Scribner's Sons,

597 Fifth Avenue, N. Y. C.

Please charge to the above account and ship
 using label below:

- 1 "The Country House." Galsworthy
- 1 Pepy's Diary--Caxton Series, leath.

And for stock
 copies as below:

2

Ship via: Mail

Via: Kelly

Via: Mail

To Louis F. Davidson,

Camp Huron,

Canadian Point, Mich.

Midland Book Shop

156 Central Street
 Toledo Ohio

Some New Western Bookshops

IV

The Downtown Bookshop—Portland, Oregon

By Donald M. Taylor

IN a space thirteen feet wide by 50 deep, but 35 feet of which is sales space, M. Ruth Kippen has given Portland (Oregon) a new unique and most attractive bookshop, a shop devoted exclusively to books. Located at 146 Broadway in the center of the smart shopping district, it is well and simply named "Down Town Book Shop."

Of all business places a bookstore perhaps most quickly and readily acquires character. And the Down Town Book Shop tho in existence only since June 16 of the present year is already unmistakably marked with the characteristic of harmony. Even the squat, black and red trimmed chandeliers down the center of the shop harmonize with the whole, tho Miss Kippen says they are to be replaced as soon as the exactly right lighting fixtures—which she is having made in the East—arrive, as the present ones do not sufficiently illuminate the shelves along the side walls. One may be sure that the new globes will add no jarring note. The relatively unimportant awning over the front is now undergoing its third change, so particular is the management to meet the shop's demand for unity and to have every detail just as it should be.

Yet about the Down Town Book Shop there is no don't-disturb-me atmosphere; to the visitor the books are here to be handled, to be sampled, to be bought. It is no cloistered, bookish—in the, unfortunately, accepted sense of the word—air. In fact, from the black red and gold lanterns at the door posts, past the red and black edged shelves with their scroll tops, to the black and red trimmed counter and the little steps that mount to the balcony office, the tone is one of quiet gaiety. That tone, no doubt, is in a large measure responsible for the many folks dropping in during these first few weeks for children's books. Al-

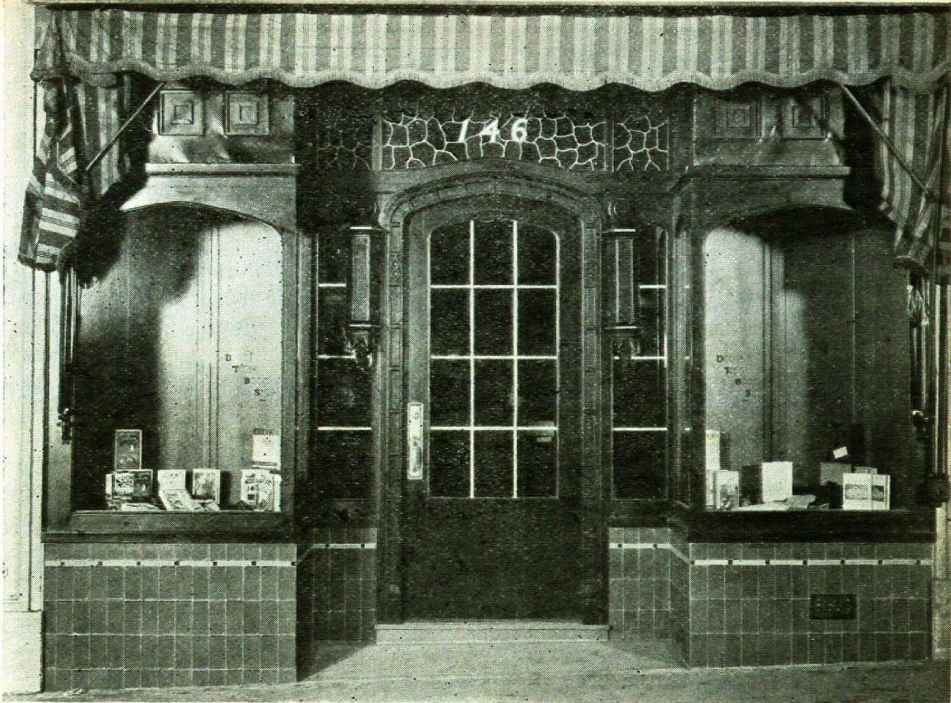
ready Miss Kippen has had to replace nearly all the better class juveniles. Fiction and travel and biography sales, too, seem to thrive mightily in such surroundings.

The dominant tones of the color scheme are red and black with an undertone of gold. The furnishings of the shop, aside from twisted wrought iron torchieres in blue and gold tint with hexagonal gold shades, are in dull mahogany and walnut. Here and there along the walls in the unshelved spaces are high backed chairs and tiny three-cornered end tables on each of which one or two books are displayed. Three broad and massive tables—the first of which is worthy of more detailed mention—occupying the center length furnish the interior display space for the most recent and important books.

This first table, close enough to the open entrance door to be readily seen from the street, attracts the discriminating passerby. It is a Belgium table of gothic design, hand made out of coarse grain walnut, treated with a penetrating stain and waxed so that its surfaces are smooth and solid. No metal was used in putting it together, it being joined with wooden dowels and pegs.

As stated before, the shop is small; small enough that each customer who enters can be given personal book service. Even while the place was being prepared for occupancy this personal book service was announced on neat window cards. Miss Kippen, not an unknown figure in the western book world, knows how to give it; knows when to give the customer undivided attention and when to allow him to browse about at will, for she has had a thoro training in the art of bookselling.

So far the shop has done no advertising; nor does the management expect any of the usual sort will be employed. From present



THE ATTRACTIVE DOORWAY LEADS TO A MOST TASTEFUL BOOK SHOP

indications it seems that before long the sales space of the shop will be taxed to its limit without such publicity. But in the rental library of up-to-date fiction a medium for advertising and selling has been found that has already far surpassed expectations. It is, Miss Kippen states, an almost exact barometer of sales. That is to say, a good day for the library—and its earnings are tabulated each evening—is almost invariably a good day for book sales, not only of fiction but of all lines.

Thru past experience Miss Kippen had found that the Library Association record system required more time and attention for the keeping of accurate records and accounts on books loaned than she felt she could devote in the Down Town Book Shop to this feature of its service. This problem was solved by devising a system that has proved to be a success. It is quite simple. Each book in the library is numbered and each new user of the service signs a registration card which reads:

LIBRARY REGISTRATION CARD

DOWN TOWN BOOK SHOP, PORTLAND, OREGON

IN CONSIDERATION of the privilege of procuring books from the RENTAL LIBRARY of DOWN TOWN BOOK SHOP I hereby agree to return said books in good condition within a reasonable time and to pay therefor a rental of 4 cents per day (with a minimum payment of 10 cents) for each volume, during the time it has been in my possession.

My address is
Telephone Listed Under
Reference
Dated this.....day of..... 192...
.....

These registration cards are numbered and from the data on each is filled out another card bearing a corresponding number, the name and the telephone of the registrant. Beneath this information the card is divided into three ruled and captioned columns as follows:

DATE OUT IN BOOK NO.

In these columns book rental records are kept individually for each patron of the library. These record cards are kept in two files, one of the cards on which books are in circulation and the other of those temporarily inactive.

Not only has this rental library already proved a good source of income and served as a splendid advertising and sales medium, but it is also furnishing the shop with a live and accurate list for direct mail advertising, which the management expects later to employ. Furthermore, a little

delving into the record cards yields in a few minutes a splendid account of the literary tastes of any patron.

The Down Town Book Shop carries a general line of modern books of every character as well as many of the older books that are in demand. In addition a number of fine bindings and limited editions are stocked, and the personal book service featured by the shop includes the procuring of any book requested by a patron.

Before the advent of the Down Town Book Shop Portland already had a number of fine book stores, but present indications are that the city is finding it to be a convenient and valuable addition. Quite a portion of its growing trade, Miss Kippen has noticed, come from the transient hotel guests in the vicinity. The shop, thus, is doing its share in creating in the tourist mind a favorable impression of the city.

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists*

Edited by Merle Johnson

Number 75

(ALFRED) JOYCE KILMER, 1886—1918

KILMER'S best known work is poetic, despite an apprenticeship in the journalistic and editorial field. He enlisted as a private in the Great War and was killed in action.

SUMMER OF LOVE. *New York, 1911.*

TREES AND OTHER POEMS. *New York, [1914].*

THE CIRCUS AND OTHER ESSAYS. *New York, 1916.*

With Fugitive pieces, 1921.

THE COURAGE OF ENLIGHTENMENT. [Prairie du Chien] [1917].
Wrappers.

LITERATURE IN THE MAKING BY SOME OF THE MAKERS. *New York, [1917].*

MAIN STREET AND OTHER POEMS. *New York, [1917].*

JOYCE KILMER. *New York, [1918].*

2 vols. Poems, essays, letters. Edited by Robert Cortes Holliday.

MEMORIES OF MY SON SERGEANT JOYCE KILMER. *New York, [1920].*

By Annie Kilburn Kilmer. With hitherto unpublished poems and letters.

The New "Book Week" Poster is Ready



THE DESIGN IS BY JON BRUBAKER AND IT WILL BE PRINTED IN 8 COLORS. SEND
ORDERS FOR POSTERS OR CARD REPRODUCTIONS (\$1.00 PER 100 FOR CARDS) TO
MARION HUMBLE, NATIONAL ASSOCIATION OF BOOK PUBLISHERS,
25 WEST 33RD ST., NEW YORK

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

September 12, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

“Order-Direct” Business

THE discussion of the system of filling orders known as “the order-direct plan,” which has received so much attention during the summer, should obtain some clarification from the three contributions printed together in this issue of the *Publishers' Weekly*.

After D. Appleton & Company had announced in June that the cost of handling books by this method had grown so great that they were obliged to reduce discounts to 25%, and after the protest on this from the president of the American Booksellers' Association, the chairman of the Board of Trade of the A. B. A., Cedric R. Crowell, and J. W. Hiltman, president of D. Appleton & Company, had a conference on the problem, in which Mr. Hiltman pointed out that his chief desire was to bring the subject sharply to the attention of the trade, and that, if this would bring about a resurvey of the order-direct method by the booksellers, his company would be willing, on cooperative action with the A. B. A., to change the discount again to the customary rate. It was agreed that simultaneous letters would go from D. Appleton & Company and from the American Booksellers' Association announcing the results of this discussion, and these are printed herewith.

The order-direct method is one by which the salesman of the retail store endeavors to fill the customer's order by having the books mailed directly from the publisher to

the customer, the bill to come to the bookstore. This custom has been growing for a great many years, and most stores have systematized the plan so that there is a special form and label for this type of handling. At the publisher's end, it requires special care in handling over and above the needs of the stock order, as there is a special label to look out for, the extra line in the billing and the extra packing.

A list of questions directed to the bookseller on this subject was printed in the *Publishers' Weekly* of August 15th, which has brought in a variety of replies, summarized as follows. The inquiries to publishers printed at the same time have brought in no contributions on the subject.

Packing Up for School

“DASHING about to pack the last things for school or college room, can you pass the old friends on the bookshelf without feeling a silent reproach at leaving them behind?”

Thus begins an editorial on a prominent page in Marshall Field's beautiful promotion organ, *Fashions of the Hour*, in the number that goes out in September as the schools are opening. This is a good direction of promotion for any bookstore, and, by national emphasis on the point, a real gain can be made for all.

“You've been adventuring together so many times—golden hours of discovery—and now you are off to more new things—fascinating books, which you will want to buy, among them.

“But why not slip a few new copies of your best friends among the family books—bought particularly for you to own and carry with you—into the trunk among the clothes that you and Mother think are going to be just about right for campus wear? Can you bear not to have one or two volumes of Stevenson, or Shelley's poems that you loved before you understood? There will be days when Latin is stuffy—but if you can pick up *Stalky* for a chuckle over ‘mute gods weeping in a cave,’ Cicero and tomorrow's preparation will be easier. Math is unbearable frequently but if you take with you your favorite *Quality Street* there will be sympathy in Miss Phoebe's ‘x plus y equals z plus y . . . and all the

time you are saying they are equal you feel in your heart why should they be.' Moreover, there is real pride in looking up a required reference in one of your own books.

"There, then, will be the 'library of your own,' which professors will urge you to start, all begun—a library of dear familiarity, comfortingly colored with the atmosphere of home."

The editorial is accompanied by brief lists of books: "For Hours of Relaxation," "A Handy Reference Shelf for the 'Hour of Need,'" and "For Those Who Will Major in Art."

What the People Will Buy

THE dealers of books thru retail channels can always get food for thought by watching the advertising pages of the magazines, particularly those which specialize in mail-order campaigns. The firms back of these enterprises have a good deal of money at stake in their advertising expenditures and have to weigh carefully the tendencies in reading interest, in order that these investments may bring in a profitable percentage of return. The new magazine, *The Golden Book*, has become a medium for such campaigns, and the current study of its pages indicates the following lines of promotion:

Two firms are promoting the sale of Shakespeare in one volume. Apparently these campaigns have been successful as they have been going on for many months. De Maupassant's short stories are being offered in the same one volume form, and "The Autobiography of Benvenuto Cellini" is now being promoted in this style. All of these advertisements are likely to be reflected in bookstore demands.

A new enterprise is that of selling "Gil Blas" in three volumes, an old classic that hitherto has not been considered as a possible feature of such campaigns.

For popular reading there is offered Kipling in 26 volumes, Irvin S. Cobb in 12 volumes, Zane Grey in 12 volumes, and Morgan Robertson in 8 volumes. Strangely enough, Morgan Robertson has several times been successful as a mail-order author, tho never particularly successful in trade selling.

The new campaign on Well's "Outline"

shows that the Dayton trial has brought forward new possibilities of sale in this field. This seems to be a book like Ridpath's "History of the United States" that would stand years of selling.

New Book Week Poster

BLACK and white reproductions on page 807 can give only an inadequate idea of the effectiveness and beauty of the new Book Week poster which is now being printed by the National Association of Book Publishers for nation wide distribution. It is altogether one of the most successful posters the movement has ever had and a worthy successor to the two famous ones by Jessie Willcox Smith which carried publicity for children's books thru the first years. Jon Brubaker, the artist, has a wide reputation for his work has caught the spirit of Children's Book Week in an inimitable way. There will be post cards in color as well as the poster.

The Bookman's Children's Essay Contest

THE *Bookman* is conducting as usual this year its "Children's Essay Contest." John Farrar points out the following in his announcement of it in "The Gossip Shop." He says, "Please note two things this year when you send in your essays; first, that the essays must be three hundred words long, and not more than eight hundred. For the ten best essays by boys or girls fifteen years or under *The Bookman* offers ten prizes: first, twenty-five dollars in cash; second, ten dollars worth of books, and one book each for the other eight. Two of the best essays received before October fifteenth will be published in the Christmas number. The announcement of prize awards and the first and second prize winning essays themselves will be published in the January number. The subject for this year will be "Taking My Book Friends Sight Seeing." Choose at least ten characters from ten of your favorite books and take them wherever you wish. If this subject does not interest you, write on anything that interests you." Manuscripts must reach the *Bookman* office no later than November 1.

An A. B. A. Page

News and Notes of the American Booksellers' Association

By Walter McKee, Pres., and Ellis W. Meyers, Exec. Sec'y

To the American Booksellers' Association,
New York.

WE have resumed our column (or more) of "Bookstall Gossip." It will appear Mondays and Thursdays and will be written by Dorothy F. Gilman who has been writing for us for the past sixteen years.

This feature will be in addition to our Wednesday and Saturday book pages. We will, therefore, publish something about books on four days of the week, viz: Monday, Wednesday, Thursday and Saturday. You will thus note that we will continue to be the "Book" paper of New England.

The business outlook for New England seems quite favorable and books are bound to share in the increase. We will endeavor to cooperate with the book-trade to help sell more books."

A great deal has been said on the subject of convincing newspapers thruout the country of the advisability of establishing book pages, or, at least, columns. The letter printed above was written by one of the best of the New England newspapers, the Boston Evening Transcript. They evidently consider book news as being of interest to their readers—great interest probably because newspapers do not devote "white space" to uninteresting topics. And it is. This is not the only daily that uses book news by any manner of means. Practically all of the newspapers in the larger cities give books quite a bit of space. Are those in your town doing so? If not, why not ask them to. If necessary edit the column yourself. You can do it. There are very few booksellers who are not able to review a book. And, in addition, you are constantly receiving "book gossip" from the publishers and their travelers and from trade journals. The book review keeps the public interested in books and often sells them. We cannot have too many good book columns.

WE have just received the "Brief on behalf of the National Association of Book Publishers" submitted to "the special

Congressional Committee to Investigate and Recommend Permanent Post Rates" by the Association's counsel. It calls attention to the fact that because of the present postal rate on books the government is penalizing not only the book-trade, but the public and itself.

It is shown that as books are a great educational force (in fact a great many of the publishers print text-books) everything ought to be done to make it less difficult to distribute them. Practically all books are mailed at one time or another, if not from publisher to bookseller or bookseller to patron, from one person to another (as presents) and, by establishing a high postal rate the government automatically reduces the number of books mailed, and of course, read. The fact that books are discriminated against in this country is clearly shown by comparing the book rate with that allowed to magazines. It is also shown that it is less expensive to mail a book from New York to Yokohama than from New York to San Francisco because of the International Postal Union rates. These rates were evidently fixed with regard to the usefulness of books and the need for complete distribution. It is to be hoped that the Congressional Committee will weigh the facts carefully. If they do, we will probably have a revision of the present book rates.

WE begin to have "Autumn fever" which, unlike Spring fever urges us to do more work—the latter malady having the opposite effect. We notice, too, that our members are returning from their vacations, sunburned, no doubt, and ready to work. May we therefore call the attention of the book-trade in general and our members in particular to the fact that the Telegraphic Delivery Service will start on October 1 and that our publicity has been prepared and will go out shortly?

Have you done all you should to help promote our first publicity drive? We want your cooperation (there's that word again, but anyway we want it). F. W. M.

Profitable Book-Merchandising

By Charles L. Pollard

IV

Advertising

IN book retailing there is one commandment that covers the entire field of business activity—Play the appeal of the moment. Especially is this the criterion of advertising, which is nothing but sales talk directed at a group of possible customers. Consequently, aside from the stores periodic book sales, what to advertise is largely predetermined: the best selling fiction; seasonal books; religious books for Easter and business books for fall; books presented to some trade or profession by the publisher thru ads in the trade organ. The advertising problem concerns itself with the how; with various types and means of advertising; with the relative effectiveness of these different methods.

The first means is the newspapers. Such ads should be based on the store's sales records; upon a comparison of the store's sales and the publishers' advertising campaigns; and with an eye to the reviews that are to appear in that issue of the paper. In advertising popular books, the probability is that the reader will have heard the book mentioned by someone who has recently read it. In alliance with publishers the same rule holds true: the two ads on the same page are double emphasis. And, when a good review is carried, the merits of the book are determined, and the store's ad informs the readers where it may be had. The power of this duplicate advertising is the cumulative power of repetition.

But the best of all advertising is word-of-mouth comment. The book people are talking about—whether the opinion is that the book is good or bad—is what sells. Witness "Main Street," which most persons read because they disagreed with it, and like women taking a "good cry," used it as emotional vent. How can talk be stimulated? Naturally, the greater number of readers, the greater the volume of talk. But there are ways the bookseller

can wedge into this circle and increase its circumference to his own advantage. He can maintain a literary bureau consisting of a file of the reviews appearing in the literary weeklies and by prominent men. The accessibility of this material will draw club-members and stimulate those who are to give reviews to select from these titles. Really superior clerks who have established a reputation for knowing what is good can suggest to such seekers the titles the store wishes to sell more of. The profits of a good local review, in itself, can easily be overrated; but not, perhaps, the talk that goes round afterward.

Letters to the mailing list containing brief comment by persons well-known and liked in the community are effective. Most of these persons are willing to let their names be so used, and not infrequently take pride in it. Advertising material secured from the publisher is a further desirable content. Along the same line, a folio of reviews arranged alphabetically and by local editors, preachers, etc., furnishes the book shopper with a means of making up her mind, and the store a means of emphasizing what is selling. The same idea can be repeated on a card in the window and in displays. And the clerks, by repeating what so-and-so said about this book, can further carry on the verbal tradition that makes sales.

The stationery department has a city salesman whose business it is to sell customers who don't frequent the store; quantities to firms, etc. This same principle applied to books is one of the best means of advertising—and of securing sales. This salesman must visit, and sell texts to the study classes organized by the Y. W. and Y. M. C. A.; the cooking class at one of the night schools; the real estate board for its class in salesmanship. He should sell to plants and firms the new books that

cover their business fields; books to managers for the clerks to study; books to collectors and libraries; to employers as gifts for their employees. His field is unlimited and he both advertises and reaps.

Tho "nothing succeeds like success," advertising is an elixir that multiplies such success. The purpose of advertising is to attract public attention to some merchandise, and by repetition or authoritative persuasion and argument, to sell the public on the advertised merchandise. In general, the more discussion a store can stir up about its books, whether by newspaper ads, displays, or what not, the more books it will sell.

Communication

CAMPION'S BOOK STORE

119 Summit Street

Toledo, Ohio, Sept. 4, 1925.

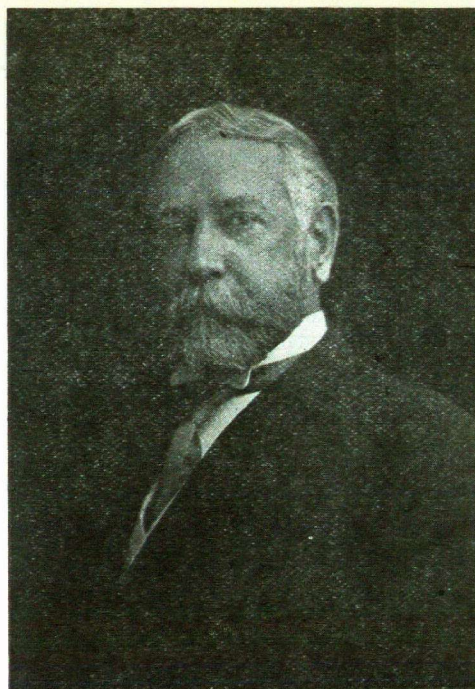
Editor, *Publishers' Weekly*:

In reference to your article on page 692 of Aug. 29, 1925 "Watch for Mrs. Walter," will state that we believe that the woman showed up here about two months ago. She came in and asked about rare Americana and not letting her take any out she had it layed aside. The same thing happened at Cadwell's on Michigan St. She claimed to specialize in rare Americana, genealogies, and antiques in general. She sold the Toledo Library a rare map of Ohio for about \$120.00. Later it seemed she had obtained it from Smith, Rare Book Dealer of Cincinnati, and not paid. We understand he is replevying it. She mentioned some special Southern genealogies she handled but have forgotten what. Also mentioned having headquarters in some town in West Virginia but again have forgotten. She seemed very well informed in rarities in books. Have since heard that she beat a number of dealers besides Smith. Believe Muething of Columbus was one, others have forgotten. Our fixed rule of no books taken out till paid for was all that protected us. Possibly Mr. Caldwell can give you more information as he came in greater contact with her.

Yours truly,

CAMPION BOOK STORE.

Dewey.



Albert Houghton Retires

AFTER fifty-five years of continual service in the book business of Houghton Mifflin Company and their predecessors, Albert F. Houghton has retired from the New York office. About five years ago, he gave up the actual direction of the New York branch to Frank Bruce, but it is now felt that his years require a complete severage of business.

Mr. Houghton is one of the well-known figures in the New York publishing world, having been a member of the Publishers' Circle and active in his earlier years in trade matters and conferences. His father, Albert T. Houghton, opened the New York office for the business sixty years ago and took active charge of developments here for the first fifteen years of the business. He had come from Georgia to take up this work at the request of his brother H. O. Houghton of The Riverside Press. The son took an early apprenticeship at The Riverside Press and had experience in selling the Boston trade. He soon moved to New York, and has been connected with that office ever since, for some time as Vice-President of the corporation.

Changes in Price

D. APPLETON & COMPANY

"The Mosquito," by Alvah H. Doty, has been changed from \$1.50 to \$1.00.

Obituary

HENRY HOBART VAIL, an old-time figure in the schoolbook field, died at his home in Woodstock, Vt., on September 2nd. He was born at Pomfret, Vt., in 1839, and after graduation from Middlebury College, taught school in Michigan and Ohio. His first experience in the publishing business was gained with Sargeant, Wilson, Hinkle & Co., of Cincinnati, publishers of educational books, and his entire career was devoted to the production of this type of book. He was admitted to partnership in 1874 with the successors of this firm, Wilson, Hinkle & Co., and remained a member of the firm that in turn succeeded this organization, Van Antwerp Bragg & Co., which was purchased by the American Book Company in 1890. In that year Mr. Vail moved to New York. From 1890 to 1907 he was a director and editor-in-chief of the American Book Company, holding the rank of Vice President from 1907 until his retirement in 1911. Among his noteworthy achievements as a publisher and editor was his planning and direction of the preparation in 1877 of Ray's New Arithmetic, which attained an annual sale of 300,000.

Agricultural Book Publisher

THE book publishing department of the Webb Publishing Co. of Saint Paul has developed to an importance that has made it best to operate this end of the business as The Webb Book Publishing Company with the same address as the periodical business which is Tenth St. between Cedar and Minnesota. Edward C. Downing is in charge of the book business.

Personal Notes

DR. FRANKLIN WILLIAM SCOTT, who has been head of the English department of the University of Illinois, has accepted the position of editor-in-chief for the publications of D. C. Heath & Company, in all departments except those of modern languages, this connection having taken effect September 1st.

Periodical Note

ON OCTOBER 1ST, Hewitt H. Howland of Indianapolis becomes editor of *The Century Magazine*, succeeding Glenn Frank who has become president of the University of Wisconsin. Mr. Howland who is sixty-two years of age and brother to Louis H. Howland, editor of the Indianapolis *News*, has been associated with Bobbs-Merrill Co. since 1898 as editorial and literary advisor. Mrs. Howland is sister to Irvin Cobb.

Business Notes

BEREA, OHIO.—Daniel F. Waugh of Waugh's Book Shop, 15012 Detroit Ave., Lakewood, Ohio, is calling his new book shop here Waugh's Book Store. It is located at 104 Front Street.

CHICAGO, ILL.—The Washington Book Company, formerly of 158 W. Washington St., Chicago, successors to Hyman McGee Company of the same address, publishers of booksellers, and for some time operating at 1012 Rush St., Chicago, as wholesalers only, have now added a modern Retail Book department.

The stock ownership of this company has changed somewhat since the first of the year, altho Frank Starr, of Chicago, still remains the president and treasurer of the corporation as well as of 50 per cent of the capital stock.

DALLAS, TEXAS.—Mrs. Curt Beck of The Little Bookshop, 210 N. Ervay Street, has sold her shop to Mrs. R. L. Lobdell.

MEADVILLE, PA.—The Henrici Book Store has been purchased by Charles W. Gill.

WASHINGTON, D. C.—James F. Meehan, proprietor of The Rare Book Shop, formerly located at 723 Seventeenth St., N. W., moved his shop on September 1st to new and larger quarters, No. 822 Seventeenth St., N. W., just one block above his present location. The first floor will be devoted to scarce and modern first editions and the second floor will be a gallery for prints.

NORFOLK, WEST VIRGINIA.—The Jefferson Bookshop has moved from 353 Law Bldg., to larger quarters at 418 Boush Street.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus; [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Alden, Carroll Storrs and Earle, Ralph

Makers of naval tradition. 344p. il. D [c. '25] Bost., Ginn \$1.56
The stories of America's heroes of the sea in every period of her history.

Anderson, Sherwood

Dark laughter. 319p. D c. N. Y., Liveright \$2.50
An intense love story of post-war days in the middle west and New Orleans.

Bancroft, Alberta

The goblins of Haubeck; il. by Harold Sichel. 117p. il. (col. front.) D c. N. Y., McBride \$1.50
A book for children about the unseen dwellers in an old-time village whose duty it is to aid the good housewives in their daily tasks.

Barton, William H., jr., and Doane, Louis H.

Sampling and testing of highway materials. 355p. il. O '25 N. Y., McGraw-Hill \$3.50

Beaumont, G. E. and Dodds, E. C.

Recent advances in medicine; 2nd ed. various p. il. '25 Phil., Blakiston \$3.50

Belloc, Hilaire i. e. Joseph Hilaire Pierre

Mr. Petre; il. by G. K. Chesterton. 284p D c. N. Y., McBride \$2.50
A delightfully fantastic tale which opens on the 3rd of April, 1953.

Bennett, A. H.

The return of the Ortons [a novel]. 318p. '25 St. Louis, B. Herder \$1.75

Bennett, Mrs. Arnold

Arnold Bennett. 128p. il. D c. N. Y., Adelphi Co., 10 E. 43rd St. bds. \$2
A study of the famous novelist by the person who should know him best.

Bercovici, Konrad

The marriage guest. 285p. D c. N. Y., Liveright \$2

A picture of New York as a strange, polyglot, raucous city, where two generations, one of the old world, the other of the new, clash in a constant struggle.

Berlic-Mazuranic, Iv.

Croatian tales of long ago; tr. by F. S. Copeland. 258p. il. (pt. col.) O [n. d.] N. Y., Stokes \$3

Bower, B. M., pseud. [Bertha Muzzy Sinclair Cowan; Mrs. Robert Ellsworth Cowan]

The Parowan bonanza. 311p. front. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Boyd, Ernest Augustus

H. L. Mencken. 89p. (2p. bibl.) front. (por.) D (Modern Amer. writers) c. N. Y., McBride \$1

An appraisal of the writings and philosophy of the editor of the *American Mercury*.

Braymer, Daniel H. and Roe, A. C.

Rewinding small motors. 247p. il. O '25 N. Y., McGraw-Hill \$2.50

Adams, Oscar S.

Elliptic functions applied to conformal world maps. 122p. il. O (Special pub. no. 112) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Abbott, Austin

A brief for the trial of criminal cases; 3rd ed. by James J. Barbour. 1198p. O '25 Rochester, N. Y., Lawyers Co-op. Pub. Co. apply

Ames, Joseph Sweetman

A résumé of the advances in theoretical aeronautics made by Max M. Munk. 46p. diagrs. Q (U. S. Nat. advisory committee for aeronautics,

report no. 213) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Ayer, Fred Carleton

Time allotments in the elementary school subjects. 22p. diagrs. O (U. S. Bur. of Educ., city school leaflet no. 19) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Briggs, Lyman James, and others

Aerodynamic characteristics of airfoils at high speeds. 17p. il., diagrs. Q (U. S. Nat. advisory committee for aeronautics, report no. 207) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Bryan, William Jennings

The last message of William Jennings Bryan; foreword by Mrs. Bryan. 80p. front. (por.) D [c. '25] N. Y., Revell \$1

An undelivered address, summarizing all that Bryan had gathered in defense of the orthodox position in his fight against evolution.

Buchanan, Isabella Reid

The women of the Bible. 115p. D '25, c. '24 N. Y., Appleton \$1.25

Sketches of many prominent women, both in the Old and New Testaments.

Chaddock, Robert Emmet

Principles and methods of statistics. 487p. (6p. bibl.) il., diagrs. O [c. '25] Bost., Houghton \$3.75

Cole, George Douglas Howard and Cole, Margaret

The death of a millionaire. 391p. D c. N. Y., Macmillan \$2

A detective story in which the murderer and his victim are apparently the same person.

Collodi, Carl, pseud. [Carlo Lorenzini]

Pinocchio; the story of a puppet. 234p. il. D (Popular copyrights) [c. '14] N. Y., Grosset 75 c.

Comstock, Harriet Theresa Smith [Mrs. Philip Comstock]

At the crossroads. 283p. front. (col.) D (Popular copyrights) [c. '22] N. Y., Grosset 75 c.

Conrad, Joseph

Suspense; a Napoleonic novel. 274p. D c. Garden City, N. Y., Doubleday \$2

The last book, which the author was writing at the time of his death; it is a romance based upon the life of Napoleon—written with his familiar touch—unfinished yet not incomplete.

Cook, Sir Edward Tyas

A short life of Florence Nightingale; abridged from the Life with additional matter by Rosalind Nash. 415p. (bibl. footnotes) il. O c. N. Y., Macmillan fab. \$3.50

Copher, Glover H., M.D.

Methods in surgery used in the surgical divisions of Barnes Hospital, St. Louis Children's Hospital and Washington University dispensary. 232p. D c. St. Louis, Mo., C. V. Mosby \$3

Daniel, W. A.

The education of negro ministers. 187p. D [c. '25] N. Y., Doran \$1.50

A survey of the training of negro ministers as an essential factor in the spiritual development of the race.

Danielson, Frances Weld, and Conant, Grace Wilbur

Song and play for children, for Sunday and weekday use. 128p. O [c. '25] Bost., Pilgrim Press \$1.25

Douglas, R., camp.

Place-names of Prince Edward island, with meanings. 55p. O '25 Ottawa, Can., Author, Secy., Geographic Bd. of Canada pap. 25 c.

Dumbadze, Vasil Davidovitch

The Caucasian republics; the little democracies the world forgot. 47p. map O '25 N. Y., F. Hubner & Co., 54 Lafayette St. apply

Dargan, Olive Tilford [Mrs. Pegram Dargan]

Highland annals. 286p. D c. N. Y., Scribner \$2
Studies of Southern mountaineers and their habitat.

De Groot, John H.

The man in the bearskin [a novel]. 191p. il. S [c. '25] Rock Island, Ill., Augustana Bk. Concern bds. 40 c.

Dow, Grove Samuel and Wesley, Edgar B.

Social problems of today. 353p. (bibls.) il. D [c. '20-'25] N. Y., Crowell \$2
A textbook based upon Prof. Dow's "Society and Its Problems."

Duke, William Waddell, M.D.

Allergy, asthma, hay fever, urticaria and allied manifestations of reaction. 339p. (27p. bibl.) il. O c. St. Louis, C. V. Mosby \$5.50

Eaton, Rev. Robert

The sanctuary of strength; short chapters on the spiritual life. 295p. O '25 St. Louis, B. Herder \$2

Eaves, Lucile, ed.

Aged clients of Boston social agencies. 152p. diagrs. O (Co-operative social research report no. 3) c. Bost., Women's Educ'l. and Industrial Union, 270 Boylston St. \$1.25

Enright, Richard E.

Vultures of the dark. 360p. D (Popular copyrights) [c. '24] N. Y., Grosset 75 c.

Erskine, Mrs. Monteith [Cicely G. Erskine]

Sex at choice; with introd. by James Monteith Erskine. 213p. (bibl. footnotes) front. (por.) diagrs. D c. N. Y., Putnam \$2

Falk, Henry C., M.D.

Operating room procedure for nurses and internes; foreword by Eugene H. Pool, M.D. 404p. il., diagrs. D c. N. Y., Putnam \$2.50

Farnsworth, Mrs. Vesta J.

Stories mother told. 176p. il. D [c. '25] Wash., D. C., Review & Herald Pub. Assn. \$1.35

Sunday school stories for children's week-day reading.

Fournier le juene's 1757 specimen of Sedanoise and Nonpareille with a reproduction of the specimen in facsimile by Douglas C. McMurtrie. no p. Tt '25 Chic., Robert O. Ballou bds. \$2

Franke, Dr. Ernst

Ocular therapeutics; a manual for the student and the practitioner; tr. by Clarence Loeb, M.D. 183p. O c. St. Louis, Mo., C. V. Mosby \$3.50

Fitzpatrick, John T., ed.

Penal law and code of criminal procedure of the state of New York, 17th ed. 1199p. O '25 Albany, N. Y., M. Beuder & Co. apply

Freed, Samuel and Stalick, Anna V.

Cooperative advertising by retail service grocers and my experiences in the grocery business. 24p. il. O (Business bull. no. 2) '25 Boulder, Col., Univ. of Colorado apply

Fri, James L.

Retail merchandising planning and control. 385p. (bibls.) diags. O (Retailing ser.) c. N. Y., Prentice-Hall \$4

Gardner, Robert W.

The Parthenon, its science of forms. 35p. (bibl. footnotes) diags. F c. N. Y., N. Y. Univ. Press, 32 Waverly Pl. bds. \$15

Geer, Walter

Napoleon and Marie-Louise; the fall of the empire. 356p. (2p. bibl.) il. O c. N. Y., Brentano's \$5

By the author of "Napoleon and Josephine."

Gibbs, George Fort

Mad marriage. 367p. D c. N. Y., Appleton \$2

Peter Randle is an artist and idealist who blunders blindly in the midst of modern "Bohemianism" and the problems of love and an unhappy marriage.

Goldoni, Carlo

The coffee-house; a comedy in three acts; tr. by Henry B. Fuller. 94p. D (The world's best plays) c. '25 N. Y., S. French 50 c.

Goold, Marshall N.

Saint Claudia, a religious drama. 75p. il. D [c. '25] Bost., Pilgrim Press pap. \$1
This play was awarded the first prize in the 1924 religious drama contest held by the Drama League of America.

Gourmont, Remy de

A virgin heart; a novel; tr. by Aldous Huxley. [new ed.] 236p. D c. N. Y., Adelphi Co., 10 E. 43rd St. \$2.50

Graham, Evarts A., M.D.

Some fundamental considerations in the treatment of empyema thoracis. 110p. (3p. bibl.) il., diags. O c. St. Louis, C. V. Mosby \$2.50

This essay was awarded the Samuel D. Gross prize of the Philadelphia Academy of Surgery in 1920.

Grey, Zane

The call of the canyon. 291p. front. D (Popular copyrights) [c. '21-'24] N. Y., Grosset 75 c.

Hamilton, A. E.

The real boy and the new school. 385p. D c. N. Y., Liveright \$2.50

The author's theories of education revealed thru his experiences as a teacher and his associations with boys in summer camps and elsewhere.

Hill, Helen and Maxwell, Violet

Charlie and his coast guards. 184p. il., maps S c. N. Y., Macmillan \$1.25

This third book of Charlie stories is all about Charlie's summer by the sea.

Huston, McCready

Hulings' quest. 271p. D c. N. Y., Scribner \$2

A sharp struggle between materialism and the "finer issues," illustrated in the career of a rising architect, affords theme for this first novel.

I. S.

Doctor Transit. 285p. D c. N. Y., Liveright \$2

A novel about a grotesque scientist.

Jayne, Walter Addison, M.D.

The healing gods of ancient civilizations. 608p. (19p. bibl.) il. O c. New Haven, Conn., Yale \$5

Kirby, Richard Shelton

Exercises in the elements of descriptive geometry; 2nd ed., rev. and enl. 57p. Q '25 N. Y., Wiley \$1

Komroff, Manuel

The grace of lambs. 221p. D c. N. Y., Liveright \$2

Short stories reprinted from the *Atlantic Monthly*, the *Century Magazine*, the *Dial*, the *London Nation*, etc.

Kuprin, Alexandre Ivanovich

Gambrinus, and other stories; tr. by Bernard Guilbert Guerney. 162p. D c. N. Y., Adelphi Co., 10 E. 43rd St. bds. \$2
Five stories from the Russian.

Laski, Harold Joseph

A grammar of politics. 672p. (bibl. footnotes) O '25 New Haven, Conn., Yale \$6
An effort to construct a theory of the place of the state in society.

Lawrence, R. D., M.D.

The diabetic life; its control by diet and insulin. various p. il. '25 Phil., Blakiston \$2.50

Gabbert, Mont Robertson

A series of six radio talks on conversations with a philosopher, with suggested readings. 35p. O (Radio pub. no. 15) '25 Pittsburgh, Pa., Univ. of Pittsburgh apply

Geller, Roman Ferdinand

Testing of fire-clay brick with special reference to their use in coal-fired boiler settings. various p. il., diags. Q (U. S. Bur. of standards, technologic paps. no. 279) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Gillman, Joseph Moses

Business forecasting. 24p. diags. O (School of business administration, pub. no. 1) '25 Pittsburgh, Pa., Univ. of Pittsburgh apply

Grimm, Lester Ray and Moore, Robert C.

Some results of a research into educational inequalities in Illinois. 50p. maps, diags. O (Ill. Dept. of public instruction, circ. no. 192) '25 Springfield, Ill., Schnepf & Barnes apply

Hartzell, Dr. Lucy B.

How to visualize beauty, health, happiness and success. 124p. front. (por.) O [c. '25] Memphis, Tenn., Davis Pr. Co. pap. \$2

Hubbard, Clarence Custer

Reclamation of gasoline used in dry cleaning. various p. il. Q (U. S. Bur. of standards, technologic, paps. no. 280) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Hull, Walter Austin and Ingberg, S. H.

Fire resistance of concrete columns. various p. il., diags. Q (U. S. Bur. of standards, technologic paps. no. 272) '25 Wash., D. C., Gov. Pr. Off.; Supt. of Doc. apply

Illuminating Engineering Society

Illuminating engineering nomenclature and photometric standards. 16p. O '25 N. Y., Author, 29 W. 39th St. apply

James, Herman G.

County government in Texas; rev. by Irvin Stewart. 135p. (15p. bibl.) O (Univ. of Tex., bull. no. 2525) '25 Austin, Tex., Univ. of Tex. Press pap. apply

Kreutz, Hulda

The victorious church; a sacred pageant. 15p. D '25 Rock Island, Ill., Augustana Bk. Concern pap. 20 c.

Levinson, Abraham

Pediatric nursing; a textbook for nurses. 251p. il. (pt. col.) diagr. D (Nurses text bk. ser.) '25 Phil., Lea & Febiger \$2.50

Livingstone, William Pringle

The master life; the story of Jesus for today. 417p. map D [c. '25] N. Y., Doran \$2.50

Locke, William John

The lengthened shadow. various p. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Lockhart, J. G.

Mysteries of the sea; a book of strange tales. 265p. il. O [n. d.] N. Y., Stokes \$3

Peril of the sea. 294p. il. O [n. d.] N. Y., Stokes \$3

A book of shipwrecks and escapes.

Lutz, Grace Livingston Hill [Mrs. Flavius J. Lutz]

The story of a whim. 176p. D (Popular copyrights) [c. '02-'24] N. Y., Grosset 75 c.

McClung, Mrs. Nellie Letitia Mooney

Purple Springs. 335p. D (Popular copyrights) [n. d.] N. Y., Grosset 75 c.

McConnell, Weston Joseph

Social cleavages in Texas; a study of the proposed division of the state. 196p. (2p. bibl.) diagrs. O (Columbia Univ. studies in hist. economics and public law) c. N. Y., Longmans pap. \$2

MacDonald, Bp. Alexander

The apostles' creed; 2nd ed., rev. and enl. 363p. O '25 St. Louis, B. Herder \$3.25

Macdonald, Philip

The rasp. 299p. D '25 N. Y., Dial Press \$2

The mystery of the death of an English cabinet minister.

McFadyen, John Edgar

The use of the Old Testament. 254p. D [n. d.] N. Y., Doran \$2

A discussion of the place of the Old Testament in present-day religious thinking.

McFadyen, Joseph Ferguson

Through eternal spirit. 255p. (1p. bibl.) D [n. d.] N. Y., Doran \$2

A study of Hebrews, James and I Peter.

Mains, George Preston

Life's westward windows. 175p. D [c. '25] N. Y., Abingdon \$1.50

All but two of these essays have been written since the author passed his eightieth birthday.

Mais, Stuart Petre Brodie

Eclipse. 338p. D [c. '25] N. Y., Brentano's \$2.50

A sophisticated novel about a likeable young Englishman, who was totally eclipsed by his brilliant actress-wife.

Manchester, Raymond Earl

The home and school idea in education; introd. by Dr. John E. McGilvrey. 159p. D [c. '25] Menasha, Wis., Geo. Banta Pub. Co. \$1

Mankiewicz, Frank and Leuchs, F. A. H.

German review and exercise book. 185p. D c. N. Y., C. E. Merrill \$1

Marks, Jeannette Augustus

Genius and disaster. 185p. O c. N. Y., Adelphi Co., 10 E. 43rd St., \$3
Studies of some literary figures who have been drug or drink addicts.

Maupassant, Guy de, i. e. Henri René Albert Guy

The house of Madame Tellier, and other stories; tr. by Marjorie Laurie. 251p. O (The works of Guy de Maupassant) [n. d.] N. Y., Brentano's bds. \$2

Maynard, John Albert

The living religions of the world. 160p. (bibls.) S (Biblical and Oriental ser.) [c. '25] Milwaukee, Morehouse Pub. Co. \$1.25

Merriam, Charles Edward

New aspects of politics. 270p. (bibl. footnotes) D [c. '25] Chic., Univ. of Chic. Press \$2.50

The author is professor and chairman of the department of political science in the University of Chicago.

Miln, Louise Jordan [Mrs. George Crichton Miln]

Ruben and Ivy Sên. 358p. D c. N. Y., Stokes \$2

The author of "Mr. and Mrs. Sen" writes a new novel dealing with the results of marriage between East and West.

Mitchell, William

Winged defense. 285p. il., diagr. O '25, c. '24, '25 N. Y., Putnam \$2.50

The development and possibilities of modern air power—economic and military—by the man whose criticisms are arousing such discussion.

Lathrop, Edith Anna

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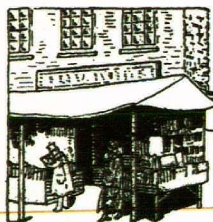
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Old and Rare Books



Edited by Frederick M. Hopkins,

ALTHO opening dates have not yet been fixed, book sales will start considerably earlier this year than last season. Fall announcements will soon be ready.

THE ARNOLD COMPANY will bring out this Fall "The Arts of Cheating Swindling and Murder," with an introduction by Jesse Lee Bennett. The volume contains Bulwer-Lytton's "Maxims for the Use of Cheaters," Douglass Jerrold's "The Handbook of Swindling," and the two versions of Thomas de Quincey's "Murder Considered as One of the Fine Arts." These black arts are in such a flourishing condition to-day that it seems unnecessary for publishers to resort to the classics for additional information or inspiration.

THE Stevenson Society of America, organized in 1915, for the purpose of obtaining the cottage at Saranac Lake where Stevenson passed the winter of 1887-88, and wrote "The Master of Ballantrae" and some of his best essays, now has 250 annual members, 8 contributing members, and 52 life members. Colonel Walter Scott, recently reelected president of the society, announces that he will begin at once a campaign for 150 life members for the purpose of raising \$15,000. With this fund the mortgage on the house and the two acres surrounding it could be raised. The purchase price of the cottage was \$17,500. Its purchase became imperative when plans were put forward to erect a hotel on the site of the Stevenson cottage.

PASSELL will soon issue an illustrated monograph on "The Color-Prints of Hiroshige," by Edward F. Strange, who deals in intimate details both with the life and work of the famous Japanese artist. Much of the matter was reproduced from diaries which were subsequently destroyed in the Tokio earthquake and fire. There are fifty-two plates in color and half-tone.

THE *DICKENSIAN*, in its last quarterly issue, has this to say in regard to the newly elected American vice president of the Dickens Fellowship: "The honor bestowed upon our friend, Mrs. Alice Newcomer, of New York, in making her a vice president of the Dickens Fellowship is thoroly well deserved, and one that will give great pleasure to Dickensians this side of the Atlantic, where she is probably as well known as in her native country. For many years Mrs. Newcomer has been doing excellent work for the Fellowship in America, where she was instrumental in establishing more than one branch. Whilst in this country, to which she is a frequent visitor, remaining here for many months at a time, she has endeared herself to everybody with whom she has become associated. Her love for the Dickens Fellowship is only equalled by her love for Dickens and his books, which really knows no bounds."

AN old volume, "Metrical Lives of the Saints," written by a monk at the end of the thirteenth century, more than a half century before the discovery of printing and a century before the discovery of America, has been discovered at Oxford, in which he sets forth that

As an appel the urthe is round, so that
evermo

Half the urthe the sonne by-schyneth,
hou so hit evere go.

Other scientific facts were stated of which succeeding generations were ignorant, for instance, that the moon itself gives no light, but reflects that of the sun like a mirror; that the earth is bigger than the moon, and the sun 165 times bigger still than the earth. The sun is so far away, wrote this savant more than 600 years ago, that a man could go more than forty miles a day for 8,000 years before he reached it, and if Adam had set out on the day of creation

he would still have a thousand years journey to perform.

AN article in the *Quarterly Review* entitled "Some Truths about John Inglesant" has stirred literary circles in London. More than forty years ago J. H. Shorthouse leaped into fame by this historical romance, which a commendation by Gladstone helped to make one of the successes of the day. The book was erudite and popular. And now W. K. Fleming comes along and shows that much of "John Inglesant" consisted of verbatim liftings, extending sometimes to whole pages, from sixteenth and seventeenth century authors. It has been a matter of surprise that literary criticism in England had to wait nearly half a century for the exposure, for, while most of these unacknowledged borrowings were from little known sources, some were taken from Hobbes's "Leviathan," Burton's "Anatomy of Melancholy," and Evelyn's "Diary."

NOT very long ago, on the occasion of the publication of a biography of Stevenson, a critic remarked that the author of "Treasure Island" was no longer read by children. In this connection, it is interesting to read an extract from a letter written by Mary Gould Davis, who is connected with the circulation department of the New York Public Library: "Most emphatically, children do still read Stevenson! It is difficult to quote figures for you. As you probably know, we have forty-five branch libraries in the three boroughs, and we are buying Stevenson's books constantly for them. It is safe to say that we buy hundreds of copies of his books every year. 'Treasure Island' is the most popular, with 'Kidnapped' and 'The Black Arrow' next. We are lucky enough to have in the children's room here the original of Wyeth's picture for 'Kidnapped.' Every little messenger boy who comes into the room knows the story. A year or so ago, Dwight Franklin lent us his model for 'Treasure Island.' Hundreds of boys and girls saw it, and very few of them failed to recognize, 'Long John Silver' and 'Jim.' I would like to meet the critic of yours. What a chorus he would get from the New York children if he said that to them."

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In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED

Adair's Bookstores, Denver, Colo.

Dewey Studies in Logical Theory.

Editor, Ainslee's Magazine, 79 Seventh Ave., New York

My Little Sister, Elizabeth Robins, pub. Dodd Mead & Co. and Macaulay & Co.

Aladdin Bk. Shop, 205 Trumbull St., Hartford, Conn.
 Review Copies Latest Fiction.

Aldine Book Shop, 205 South 16th St., Phila.

Yellow Typhoon, McGrath.

Dog Stories & Dog Lore, Thos. W. Knox.

Coming Through the Rye, Meader.

New Amer. Pract. Navigator, Bowditch 26th ed.

Ancient Curious & Famous Wills, Harris.

Aldine Circulating Lib., 209 Broadway, New York
 Shanahan's Old Shabean.

Alexander Hamilton Bkshop, 22 Hamilton St., Paterson, N. J.

Besant and Rice, Chaplain of the Fleet; Monk of Thelma.

Besant, In Deacon Orders.

Payne Jame, The Canons Ward.

Speight, I. U., The Grey Monk.

Warden, Joan the Curate.

Stirling, M. C., The Minister's Son.

Oliphant, The Perpetual Curate; Salem Chapel; The Rector.

Thomas, In a Cathedral City.

Hamilton and Burr Items, prints, etc.

New Jersey Items.

Amer. Bapt. Pub. Soc., 125 N. Wabash Ave., Chicago

Musical Ministries, Pratt.

European History, Adams.

Amer. Bapt. Pub. Soc., 1107 McGee St., Kansas City

Ministerial in France, Lauder.

The Theory of Thought, Davis

Studies in Logic, Dewey.

Young Professor, Hatcher.

Rebuilding a Lost Faith, John T. Stafford.

Forty Years a Pastor.

American Tract Society, 7 W. 45th St., New York
 Eusibius, Ecclesiastical History.

W. H. Andre, 607 Kittredge Building, Denver, Colo.
 Lare paper, lim. ed. of Charles Reade; vol. 3, original Dresden ed., green cl., Ingersoll.

D. Appleton & Co., 35 W. 32nd St., New York
 Ripley, Social Life in Old New Orleans.

Argus Bk. Shop, 434 S. Wabash Ave., Chicago
 Superstition and Force, Lea.
 Ollendorf, French Method & Key.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Associated Students Store, Univ. of Calif., Berkeley
 Massachusetts, Report of Sanitary Commission, 1850.

Bailey's Bk. Store, Vanderbilt Sq., Syracuse, N. Y.
 Trapper Jim, Edwin Sandys.
 Sportsman Joe, Edwin Sandys.

Ball & Brown, 30 Broad St., New York

Annals of San Francisco, Henry Bill, 1854 (?)

Wm. Ballantyne & Sons, 1409 F St., Washington
 Potomac Landings, Wilstach.

The Barn Book Shop, 36 Joy St., Boston

Specimen Type Book, Boston Type Foundry 1892, or a similar book by another foundry.

Bell Bk. Co., Fifth St., Richmond, Virginia

Adams, C. F., Three Episodes of Mass History, 2 vols., H. M. Co.

Wilson, Monroe, Where American Independence Began, H. M. Co.

Oliver, White Capital and Coloured Labour.

Besant's-Walter, The Monks of Thelma.

Besant's-Walter, The Revolt of Man.

C. P. Bensinger Cable Code Book Co., 19 Whitehall St., New York

Schofield's General Telegraph A B C 5th Improved.

Peterson, Banking Sample's Code.

Western Union, Lieber 5-Letter Codes.

Any American-Foreign Language Code.

BOOKS WANTED—Continued

Bd. of Christian Educ. of the Presby Church,
Witherspoon Building, Philadelphia
Potomac Landings, Wiltach.

The Book Shelf, 15 Garfield Place, Cincinnati, O.
Sunny Sam, Watana, Doran.
Silent, White and Beautiful, Robbins, Bont.
New York Mystic Magazine for 1900.

The Bookshop, 212 W. W. Third St., Davenport, Iowa
Ancient Types of Man, Keith.
Madame X.

Book Shop, 83 South St., Morristown, N. J.
Handbook of Greek Archaeology, A. S. Murray,
Scribners.

Jean Francois Millet and the Barbazon School,
Arthur Tomson, Macmillan.
Bryan's Dictionary of Painters, E. C. Williamson,
Bell & Co., 5 vols.
Perkins and Champlin's Cyclopaedia of Painting
and Painters, Scribners, 4 vols.

The Booke Shop, 4 Market Square, Providence, R. I.
Land of the Lingerin Snow, Houghton.
Book Binding and the Care of Books, Douglas
Cockerell, Appleton.

Brentano's, 218 South Wabash Avenue, Chicago
Siegfried, Meistersinger, Gotterdamernung, Tristan
and Isolde, Ed. Huckel, Crowell.
Battle of Gettysburg, Young.
Wordsworth's Letters to His Sister.
Aeneid for Children, illus. Ed. MacM.
Anthony Trent, Master Criminal, Martyn.
Memories and Records, 2 vols., Lord Fisher.
Rippling Rhymes, Mason.
Mdle, Girard My Wife, Belot.
Things Chinese, Ball.
The Bird of Passage, Uncle Silas, by James S.
LeFanse.
The Provost of Eaton, any book by him about
thirty years ago.
Hidden Phase of American History, O'Brien.
Miss Matilda Archambeau, Vandorn, Cumings.
The Angel of Mons, Machen.
Where Angels Fear to Tread, Robertson.
Colenso, Pentateuch, 1 vol., Longman's.
Oahspe, The New Bible, pub. in 1882.

Brentano's, 1 West Forty-Seventh Street, New York
Genealogy of the Herr Family.
Allen Genealogy.
Richard Yea and Nay.

Bridgman & Lyman, 108 Main St., Northampton, Mass.

Hegels: Philosophy of Religion.
Lotze, English trans. by Ladd; Philosophy of Re-
ligion.

Brockmann's, Charlotte, N. C.
Sumner, Finance and Financiers of American
Revolution.
Hinsdale, Old Northwest.
Opening of the Mississippi.
Compton Pictured Encyclopedia.

Brookline Public Library, Massachusetts
Ideal Commonwealths, Morley's Universal Library.

**Brooklyn Mus. Lib., Eastern Parkway and Wash-
ington Ave., Brooklyn, N. Y.**

Inland Printer, v. 29, nos. 1-3; v. 36, no. 5; v. 37,
nos. 1, 2 and 4; v. 38, nos. 2 and 5; v. 39, nos. 5-6.

Frank C. Brown, 44 Bromfield St., Boston, Mass.
American Turf Register, and Sporting Magazine,
vol. 15, 1843-4, also the following numbers,
October 1832, April 1833, June 1836, November
1836, April 1843, January 1843.

Memorials of the Discovery and Early Settlement
of the Bermudas, Sir J. H. Lefray, 2 vols., London
1877-1879.

Origin of Cow-pox and other Medical Memories by
Joseph Head Marshall, M.D., London, 1805.
Life and Works of St. Bernard, Dom. J. Mabillon,
trans. by S. J. Eales, 4 vols., London 1896.

F. C. Brown—Continued

Heroes and Heroines of the Grand National.
Letters and Speeches of Hon. Joseph Howe, 2 vols.,
Boston 1858.

The Rock Floor of Intermont Plains of the Arid
Regions, Charles Rollins Keyes, Bulletin of
Geological Society of America, vol. 19, 1908.

The Acadians in Story and Song, J. R. Ficklin.
In Acadia, J. R. Ficklin, New Orleans, 1893.

Plantation Game Trails, Routledge.
Under Sail, Felix Risenberg.

Stalking Big Game, Maxwell.
Marco Polo Travels, in good type.

Path to Rome, Hilaire Belloc.
The Nest and Other Stories, Anne Douglas
Sedgwick.

Audobon, Burroughs, Beacon Biographies.

Camden County Free Lib., Haddonfield, N. J.

Dallas Galbraith, Rebecca Harding Davis.
Story of an Old Farm, Andrew J. Mellick.
Kate Hlesford, Charles J. Peterson.

Campion & Co., 126 South 16th St., Philadelphia
Philosophy of Life, Von Schlegel.

Hoyt Case, 21 E. 61st St., New York

Boyd, Drums, 1st ed. with dust-wrapper.
Drinkwater, Abraham Lincoln, 1st, presentation.
Macdonald, Back of the North Wind, 1st ed.
Melville, Moby Dick, 1st ed.
Millay, Figs from Thistles, 1st, in wrappers.
Rackham Illustrations, Gulliver's Travels.
Hart, Miriam Coffin, San Francisco, 1872.
Adventures in S. Pacific by a Roving Printer, Har-
pers, 1861.
Godfrey's History of Nantucket.

C. N. Caspar Co., 454 E. Water St., Milwaukee, Wis.

Land of Little Care, Volland.
Browne, Words and Phrases.
Dowley, Law in a Nutshell.
Hull, Encyc. of Biblical Spiritualism.

Celebrated Authors Society, 723 7th Ave., New York
Laura Jean Libbey and Maurice LeBlanc Stories.

**Chicago Medical Bk. Co., Congress & Honore Sts.,
Chicago**

Dr. Ochsner on Appendicitis.
Tomes' Dental Histology, 1878.

Arthur H. Clark Co., 4027 Prospect Ave., Cleveland

Blair and Robertson, Philippine Islands, 55 vols.
History of Back Woods, etc.
Weiser, Conrad, Life, Walton.
Loudon, Narratives of Outrages Committed by
Indians, 2 vols., 1808-11.
Estes, Rawhide Railroad.
Hunt's Merchants Mag., vols. 44, 46-63.
Gray, Silverprints, 1893.

American Hist. Assn. Ann. Repts., 1893, 1905, vol. 2.
Crockett, Life, with intro. by Adam.
Coolidge, Chinese Immigration.
Daggett, Railroad Reorganization, last edn.
Dillon, Settlement of N. W. Territory.
Faraday Soc., London, trans., vols. 1, 2, 3, 5, 6, 10,
14, 15.

Greenhow, Hist. of Ore. and Calif.
Basal Metabolism, Its Determination and Applica-
tion.

Saccardo, Sylloge Fungorum.
Kekley, Behind the Scenes.
Davis, Two Grants of Ill.
Seligman, Progressive Taxation in Theory and
Practice.

Raindrop, Collection of Stories.
Crockett, David, Almanac, 1835.

Wines, Greatness of Abraham Lincoln.
Pittsburgh, Standard Hist., ed. by Wilson.

Amer. Educ. J., vols. 26, 27, 30.
Dale, Ashley-Smith Explorations.

Outlook, vol. 64, no. 5.
Crockett Almanac for 1837, vol. 1, no. 3.

Casey's Index of Proper Names, Statutes at Large
of Va.

Economics, anything relating to, prior to 1850.
Romans, Natural Hist. of East and West Fla.
Ricardo, David, Anything of.

BOOKS WANTED—Continued

Columbia Univ. Library, New York

Aucassin and Nicolette, trans. by Lang, Crowell.
U. S. National War Labor Board, Memorandum on the Minimum Wage and Increased Cost of Living, Washington, 1918.

Columbia Univ. Press Bkstore, 2960 Broadway, N. Y.

Mansfield, Squibbs Atlas of Official Drugs.
National Dispensary, 20th ed.
Schnitzler, Casanova's Homecoming.
Woodberry, Wild Eden.
Thayer, Cases on Constitutional Law, 2 vols.

Dartmouth College Library, Hanover, N. H.

Americana Encyclopedia, 30 vols, buck.
Times Survey Atlas.

Detroit Book Shop, 10827 E. Jefferson, Detroit, Mich.
Crane, Human Confession.

Dixie Bus. Bk. Shop, 140 Greenwich St., New York

Englands Treasure in Foreign Trade, Mun-Mac-Millan Reprint.
Reputation of State Debts, Scott.

Doubleday, Page & Co., Garden City, N. Y.

Biography of Daniel A. Tompkins.
Historical Stories of American Pioneer Life.
The Great Galeats.
Bankside Edition of Shakespeare, W. H. Fleming.

Doubleday, Page Bk. Shop, 38 Wall St., New York

A B C of Stock Speculation.
World Without End, Ourton.
Business of Trading in Stocks, Brand.

James F. Drake, 14 West 40th St., New York

Adams, Letters to Teachers, 1st ed.
Adams, Life of G. C. Lodge, 1st ed.
Alexeyeff & Mathews, General Principles of Organic Syntheses.
Allen, Ballads of the Border, 1916, 1st ed.
Any 1st eds. of Sherwood Anderson.
As They Were and Should Have Been, 1904.
Atlantic Monthly, Nov. 1857, Oct. 1858, incl. Barrington, Glorious Apollo, 1925, 1st ed.
Biggers, Agony Column, 1st ed.
Birchall, Songs of Saint Bartholomew, 1909, 1st ed.
Boynton, Contemporary Americans, 1st ed.
Brooks, Ordeal of Mark Twain, 1st ed.
Burroughs, Bird and Bough, 1906, 1st ed., ltd.
Any 1st eds. of Don Byrne.
Any 1st eds. of J. B. Cabell.
Carman, Ballad of Lost Haven, 1897, 1st ed.
Carman, Sappho, Japan vellum, ltd., 1904, 1st ed.
Carroll, Rhyme? and Reason? 1st ed.
Cather, O Pioneers! 1913, 1st ed.
Chubbs, Stories of Authors, 1910, 1st ed.
Clark, Working Life of Women in 17th Century, 1919, 1st ed.
Colby, Imaginary Obligations, 1st ed.
Conrad, Children of the Sea, 1st Amer. ed.
Conrad, Suspense, 1925, L. P. ed.
Cooper, Last of the Mohicans, 1826, 1st ed.
Craig, Thousand Years of Philippines History, 1st ed.
Crane, Last Words, 1902, 1st ed.
Crane, Red Badge of Courage, 1895, 1st ed.
Any 1st editions of Emily Dickenson.
Dreiser, Sister Carrie, 1st ed.
Goethe, Conversations With Eckerman.
Golf, Birth of, edited by Taylor, 1912, 1st ed.
Grolier Club, Durer, Alphabet, 1917.
Grolier Club, Franklin and His Press, 1st ed.
Guiney, Martyrs' Idyl, 1899, 1st ed.
Harris, Daddy Jake, 1899, 1st ed.
Harris, Uncle Remus, 1881, 1st ed.
Harris, Uncle Remus and His Friends, 1892, 1st ed.
Any 1st eds. of Bret Harte.
Hartley, Night Fears, 1st ed.
Hawthorne, Grandfather's Chair, 1841, 1st ed.
Hawthorne, Scarlet Letter, 1850, 1st ed.
Hawthorne, Twice Told Tales, 1st ed.
Hearn, Creole Sketches, 1924, 1st ed.
Hearn, Shadowings, 1900, 1st ed.
Hearn, Stray Leaves from Strange Literature, 1884, 1st ed.
Holmes, Life of Robert Collier, 2 vols., 1st ed.

J. F. Drake—Continued

Holmes, Medical Essays, 1883, 1st ed.
Huneker, Painted Veils, 1920, 1st ed.
Irving, Alhambra, 1st ed.
Jeffers, Tamar, 1st ed.
Jewett, Country of the Pointed Firs, 1896, 1st ed.
Lewis, Arrowsmith, 1st ed.
Lindsay, Chinese Nightingale, 1917, 1st ed.
Loeb & Lorenz, Electrochemistry of Organic Compounds.
Any 1st eds. of Amy Lowell.
Melville, Moby-Dick, 1851, 1st ed.
Any 1st eds. of H. L. Mencken.
Mitchell, Shakespeare for Community Players.
Molnar, Lillian, 1st ed.
Morley, Eighth Sin, 1912, 1st ed.
Morley, Shandygaff, 1918, 1st ed.
Morley, Songs for a Little House, 1917, 1st ed.
Morley, Travels in Philadelphia, 1920, 1st ed.
Nivin, Justice of the Peace, 1st ed.
O'Neill, Dreamy Kid, 1922, 1st ed.
Any 1st eds. of Howard Pyle.
Riley, Green Fields & Running Brooks, 1893, 1st ed.
Riley, Old Soldier's Story, 1915, 1st ed.
Riley, Old Times, 1915, 1st ed.
Robinson, Torrent and the Night Before, 1896, 1st ed.
Robinson, Town Down the River, 1910, 1st ed.
Roosevelt, Book-Lover's Holiday in the Open, 1916, 1st ed.
Seaver, Life of Mary Jemison, any American eds.
Smith, Monk and the Danver, 1908, 1st ed.
Stribling, Birthright, 1st ed.
Any 1st eds. of John B. Tabb.
Any 1st eds. of Booth Tarkington.
Thoreau, Maine Woods, 1864, 1st ed.
Thoreau, Week on the Concord, 1849, 1st ed.
Van Eden, The Quest, 1912, 1st ed.
Wharton, Ethan Frome, 1911, 1st ed.
Whitman, Franklin Evans, 1842, 1st ed.
Whistler, Gallatin Portraits of Whistler, 1918, 1st ed.
White, Fire in the Flint, 1st ed.
Willard, Poetic Works of, 1830, 1st ed.
Willerts, Henry of Navarre and the Huguenots, 1st ed.
Wilson, George Washington, 1st ed.
Wright, History of French Literature, 1st ed.
Wylie, Jennifer Lorn, 1923, 1st ed.
Wylie, Shining Heights.

Edward Eberstadt, 25 W. 42nd St., New York

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Duquesne, Pa., Carnegie Free Library

Litchfield, Nine Worlds, Ginn.
Putnam, Child's Life of Lincoln.
Stwin, Eyes Right.
Steiner, Sanctus Spiritus and Co.
McKnight, Captain Jack.
Blackmore, Lorna Doone, Exmoor or Luxembourg eds.

Paul Elder & Co., 239 Post St., San Francisco

Island of Tranquil Delights, Stoddard.
Life of Disraeli, Everyman, leath., Froude.
The Approaching End of the Age, Guinness.

Elder & Johnston Co., Dayton, Ohio

Around the Tea Table, Talmadge.

The Emporium Bk. Dept., San Francisco, California

R. A. Freeman's The Vanishing Man.
Geo. L. Knapp's Scale of Justice.
H. K. Webster's The Whispering Man.
Zangwill's Big Bow Mystery.
Clay Butler's Dukes Secret.
Gervais, Romance of the Black Veil.

E. Farnsworth's Bk. Shop, Broadmoor Arcade, Colorado Springs

Autobiography, John Addington Symonds.

F. W. Faxon Co., 83 Francis St., Boston
Sears, Edmund H., A Son of the Prefect.

H. C. Feldstone Co., 1218 Sixth St., N. W., Washington, D. C.

Harvard Classics, green fabricoid.

BOOKS WANTED—Continued

H. C. Feldstone—Continued

U. S. Dispensary, 20th ed., new.
Senate Executive Doc. No. 31, 44th Cong., 2nd sess.

Forbes & Wallace, Springfield, Mass.

Wanderings in Arabia, pub. by Scribner, 1908.

Fowler Bros., 747 S. Broadway, Los Angeles

Palmistry For All, 1916 ed.
European and Jap Gardens, Coates & Co.
Mesages and Papers of Woodrow Wilson.
Bunnell History of Yosemite.

G. W. care of P. W.

Stewarts, Liberia, any items.
Higginson, Travellers & Outlaws.
Autobiography of a Colored Man.
Hayti, Jamaica, any items, Negro Literature.

John L. Galletti, 400 Grand St., Newburgh, N. Y.
Histoire Generale de la Chine, traduite du Tong-
Kien-Kang-Mou, per le feu Pere Josef de
Moyriac de Mailla, 13 vols. 4to., Paris, 1777-1785..

Gammel's Book Store, Austin, Tex.

Anything about Texas.

Gardenside Bookshop, 280 Dartmouth St., Boston 17

Stewart, Myths of Plato.
Fitch, My Demon Motor Boat.
Bates, America The Beautiful.

Gelber, Lilienthal, 336 Sutter St., San Francisco
Johnson Bibliography, Twain.

J. K. Gill Co., Portland, Oregon

Universal History of the World.
Ridpath's History of the World.

Goodspeed's Book Shop, 9a Ashburton Pl., Boston

Adams, John Quincy, Memoirs of., vol. 12.
Burton, Essay on Pederism.
Cambridge, Three Miss Kings.
Carroll, Through the Looking Glass, Ariel ed., red
leather.
Chase, Recipes, previous to 1867.
Clittenden, History of the Fur Trade.
Clifford, Malayan Monochromes.
Colloquies of Erasmus.
Davenport, Silverton Tales.
Gregg, Commerce of the Prairies, 1st ed.
James, Wm., any ists.
Johnson, Through the South Seas with Jack London.
Korzybski, Manhood of Humanity.
MacKenzie, Evolution of Literature.
Powys, Ebony and Ivory.
Saints & Festivals.
Udell's Journal.
Traits of American Indian Life, 1853.
Stith, History of Virginia.
Weedon, Economic History of New England, 2 v.
Ware, Letters from Palmyra.
Genealogies, Cope, 1861; Gillette, 1885; Hubbard,
1895; Meriwethers, Mowry, 1900; Pease, 1869;
Powers, 1884; Washburn, 1913; Weber, 1878;
Williams, 1907.
Fiske, Critical Period, 1ge. paper, bds. paper label.

Grant's Bk. Shop, 127 Genesee St., Utica, N. Y.

Bryant's Library of Poetry and Song.
The Family Library of British Poets, Houghton.
Coat's Fireside Encyclopedia of Poetry.
Dana, Household Book of Poetry, Appleton.
Young Folks Bible, pub. 1900, Werner Co., intro. by
Rev. Milburn.
Life of Foster & Stoner.

Guthrie's Bk. Shop, 516 Wm. Penn Pl., Pittsburgh
When We Were Very Young, Milne, 1st Eng. ed.

E. Hallenbeck, 751 State St., Schenectady, N. Y.

Spurgeous, Sermons, compl. set.
Harbin, Redemption of Kenneth Galt.
Perry Expedition to Japan, compl.
Sims, Schoharie Co.
Campbell, Tryon Co.

Harvard Coop. Soc., Harvard Sq., Cambridge, Mass.
Morrison & Brodie, Masonry Dam Design.
Creajer, Engineering for Masonry Dams.
Wegmann, Design and Construction of Dams.

Hazen's Bkstore, 238 Main St., Middletown, Conn.

Dri & I, Irving Bachelor.
Darrell of the Blessed Isle, Bachelor.

Ernst Hertzberg & Sons, 1751 Belmont Ave., Chicago

Tolstoi, vols. 21 & 22, Scribner, blue cloth.
Field, Eugene, Scribner, 12 vol. set.
Riley, J. W., Scribner, 16 vol. set.
Dumas, Celebrated Crimes, 8 vol. set, Barrie.
O. Henry, 14 vol. set, Doubleday, Page.
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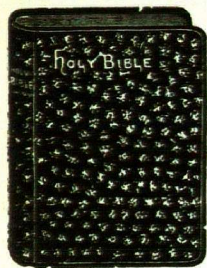
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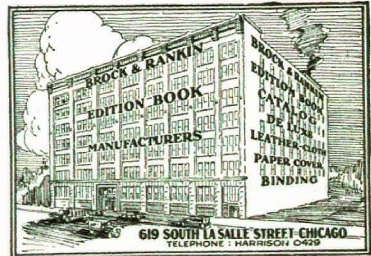
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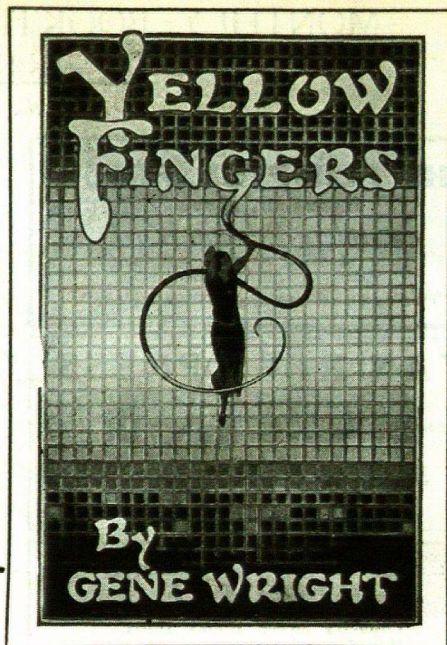
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